



IOWA ENERGY BANK

Public & Non-Profit Energy Services

An “Antique” ... Rocking the 21st Century

1986 – 2002

Pound Puppies

Chernobyl

Tandy 600 PC

*Iowa Energy
Bank*

*\$300 million in
projects*

Lessons

Benchmarking

Measurement &
Verification

Balancing
flexibility and
quality

2012

Dancing
Robots

Wind & Solar

I-Pad

*Iowa Energy
Bank*

Linked Elements for Success

“Energy efficiency is labor intensive and unsexy...

...Saving energy is number 11 on people’s top 10 list of things to do.”

– Matt Wald,
National Press
Corps



Marketing

“There is no competitive advantage to being just like everyone else.”

– Daniel Burrus

- Benchmarking
 - Directional
 - Illustrates Impact
 - Drives Quicker to “yes”
- One-On-One Outreach
 - Relationship Development
 - Understand Customer Needs/Wants
 - Coordinate Other Program Offerings
 - Drives Quicker to “done”

Money...ARRA ... QECPB ... Muni Bonds

Benchmarking
&
Technical
Quality
Reduces Risk



FINALIZE LOAN



APPROVE



REVIEW



PLAN

Expertise

Benchmarking

- Direct resources for greatest impact
- Decrease entry delay

Analysis

- Initial walk-through
- Right level of study for each building

Quality

- Qualified professional analysis with review
- Coordinate with utility

Monitoring

- Functional performance testing
- On-site review of facility annually

Time

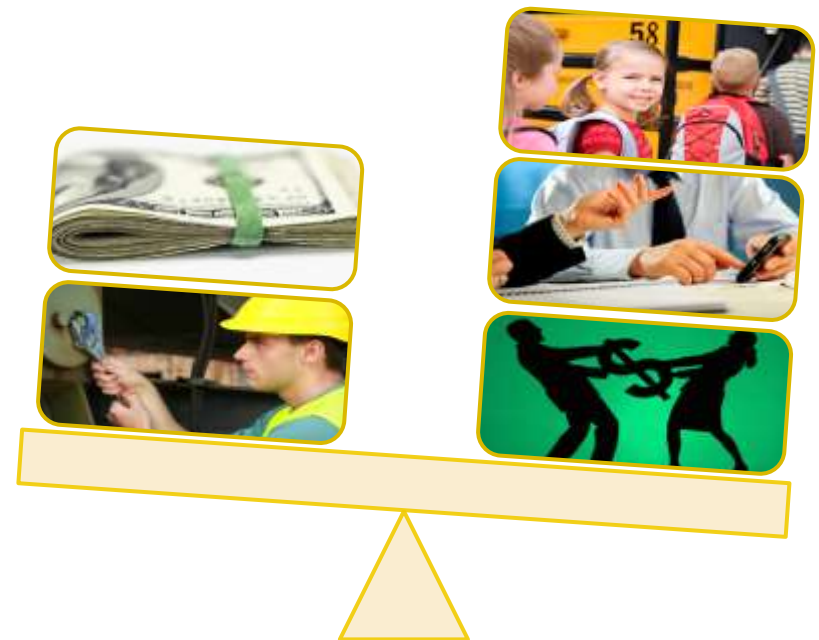
Even with money and the right information, time is an important factor in making energy improvements

The Energy Bank :

- Packages all of the energy work
- Recommends best investments
- Brings the right resources to the customer

Like To

Have To



Results

- Since October 2011
 - ▣ \$13 Million in loans
 - ▣ \$22 Million in implementation
 - ▣ \$35 Million additional identified
 - ▣ Pilot sub loans
 - City of Fairfield
 - \$1 million investment/\$4 million improvements
 - Iowa Association of Municipal Utilities
- What's next?
 - ▣ Infrastructure financing